



Connecticut Vineyard and Winery Association

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Testimony of Jamie Jones

President CT Vineyard and Winery Association

In Support of 993 An Act Concerning Fair Advertising for CT Agricultural Tourism

Senator Meyer, Representative Roy and members of the Environment Committee my name is Jamie Jones and I am the owner of P. Jamison Jones Winery in Shelton Connecticut. I am here today in my capacity as the President of the CT Vineyard and Winery Association (CVWA). We are an Association of approximately 23 vineyards around the State. We provide members with advertising through our website and legislative representation at the State Capitol as well as brochures and other services. I am here today to comment on SB 993 An Act Concerning Fair Advertising for CT Agricultural Tourism.

Back before I even entertained the idea of opening a winery, the CT Vineyard and Winery Association worked with State officials to develop a CT Wine Trail. The State, through DOT, agreed to place Wine Trail signs on certain roads to help advertise our vineyards if the sign was paid for by the vineyard owner. This benefit was offered only to CVWA members because we had worked with the State to establish the trail. DOT seeks confirmation from the CVWA that new wineries are indeed members of the Association and therefore eligible for signage. This program has been very successful and has added a tremendous amount of visitors to our establishments. If we were able to have additional signs on exit ramps and main thorough-fairs, we feel our businesses would benefit. Vineyards and wineries are not on the beaten track, and visitors so lose their way trying to find us. Adding additional signs would help solve this problem.

Thank you for your consideration of my testimony.